

Santa Clarita Valley Economic Development Corporation

## BUSINESS ATTRACTION

# Case Study



## SOLUTION

DrinkPAK is a premiere West Coast contract manufacturer of premium alcoholic and non-alcoholic beverages, providing comprehensive operational services including procurement support, complex batching and processing, filling, packaging, and on-site storage and distribution. DrinkPAK chose the Santa Clarita Valley to create a 572,410 SF state-of-the-art contract manufacturing campus.

After exhausting possibilities in Ventura, they turned attention to the Santa Clarita Valley, looking at numerous 90,000 – 140,000 SF site options in SCV. DrinkPAK landed on a building in the new Center at Needham Ranch as the optimal location for their project. SCVEDC worked closely with DrinkPAK and the Needham Ranch developers Trammel Crow and Clarion Partners, helping to facilitate meetings and introductions to many agencies in SCV. As a result, DrinkPAK was able to address needs of expedited permit processing with the City of Santa Clarita and County of Los Angeles, and rapidly connect with SoCal Gas for gas line routing, Sanitation District for discharge requirements, and LA County Fire Dept. for truck loading/parking modifications to the site under consideration, and the County Health Department for permitting of the production facility. SCVEDC also introduced several tax incentives and local resources that would greatly benefit DrinkPAK should they bring this project to SCV.



## COMPANY NEED

DrinkPAK was seeking a new location in Southern California to establish their first dedicated contract manufacturing facility. Its principals have a long and successful track record creating beverage brands, then selling these brands along with their manufacturing facilities to world-class companies such as PepsiCo and Keurig Dr. Pepper. This new facility would be a substantial initial and longer-term investment in beverage processing and storage equipment to produce beverage products for brands that will be owned by the DrinkPAK and its affiliates.



## RESULTS

The tremendous support and collaboration of SCVEDC, Trammel Crow and Clarion Partners, and all City and County agencies underscored the business-friendly nature of this region. As demand for their products surged, DrinkPAK chose this region for the expansion, first signing a seven-year, 172,324-square-foot lease in Needham Ranch, and then signing for an additional two buildings to create a campus of 572,419 SF. Their plans call for phased line expansion to achieve a state-of-the-art, 3-line beverage contract manufacturing, packaging, and fulfillment center. The project will result in hiring of 275 employees in the next five years, with a total five-year economic output of more than \$950 million, labor income of more than \$277 million, and over \$24 million in State, County, and local fiscal revenues. SCVEDC is proud to welcome DrinkPAK to the Santa Clarita Valley!



## COMPETITION

DrinkPAK chose to begin their search in Ventura County after previously experiencing a painful and difficult process in permitting of another facility in Los Angeles County. They had worked in Ventura County before and had a positive experience, but were unable to find a building that suited their needs. Eventually, they turned back to LA County to continue their site search.

